



China Market Profile

This summary provides the most up-to-date data available on China as it relates to their people and economy, travel related motivations and planning behavior and Chinese visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

1.37 billion

INFLATION RATE:

1.4%

EXCHANGE RATES (RMB PER USD):

6.2

GROSS DOMESTIC PRODUCT (GDP):

\$19.3 trillion (6.9% annual growth rate)

EXPORTS:

\$2.27 trillion

UNEMPLOYMENT RATE:

4.2%

Source:
The World Fact Book, reporting 2015 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

73% Ecotourism & Nature

67% Cultural Historical Attractions

61% Beaches/Seaside Attractions



Source used in Destination Selection for Last Leisure Trip

64% Websites via computer or laptop

55% Recommendation from family & friends

47% Advice from travel professionals/travel agents

42% Websites/applications via tablet



Advance Decision Time

39% Less than a month

33% 1 to 2 months

21% 3 to 5 months

6% 6 to 12 months

1% More than 1 year



Lodging Reservation made before leaving home

71% Yes

43% Internet Booking Service*

12% Travel Agency/Tour Operator/Travel Club

16% The Lodging Establishment Directly

9% Other

29% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



How Air Reservations were Booked

41% Internet Booking Service*

27% Directly with Airline

27% Travel Agency/Tour Operator/Travel Club

12% Corporate Travel Department

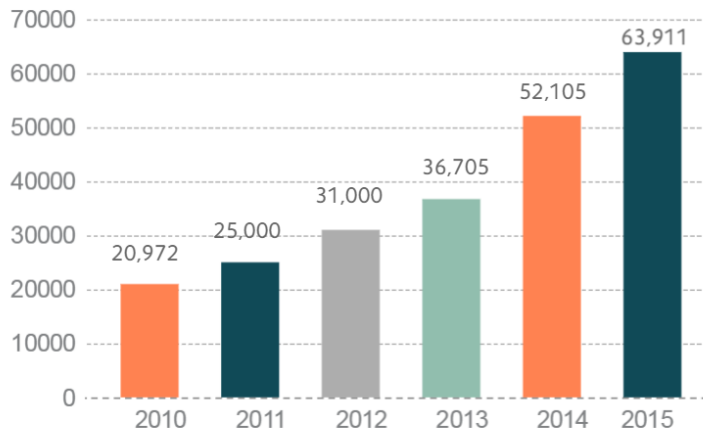
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2013-15 aggregate data

CHINESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

38

Average Age

\$80,532

Average Household Income

2.0 persons

Average Party Size



Length of Stay

3.0

Nights in Destination

43.2

Nights in U.S.



Port of Entry

41%

Los Angeles, CA

23%

San Francisco, CA

17%

Seattle, WA

2%

New York, NY

7%

Chicago, IL



Main Purpose of Trip

76% Leisure

43% Vacation Holiday

27% Visit Friends/Relatives

14% Education

18% Business

11% General Business

4% Convention/Conference/Trade Show



Transportation in U.S.

59%

Rented Auto

52%

Air Travel between U.S. cities

39%

Auto, private or company

21%

City Subway/Tram/Bus

14%

Taxicab/Limousine



Visa Credit Card Travel Spending

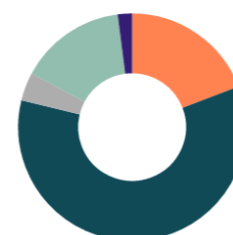
Chinese Visa Card Spending ranked #3 in 2015 with 5% of total International Travel Spending in Arizona.

By Quarter



Q1: 25%
Q2: 22%
Q3: 27%
Q4: 26%

By Arizona Region



Northern: 19%
Phoenix & Central: 59%
West Coast: 4%
Tucson & Southern: 15%
North Central: 2%



Accommodations*

61%

Hotel/Motel

30%

Private Home

10%

Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2015 data

VisaVUE Travel, reporting 2015 data

U.S. Dept. of Commerce - NTTO, reporting 2013-15 aggregate data